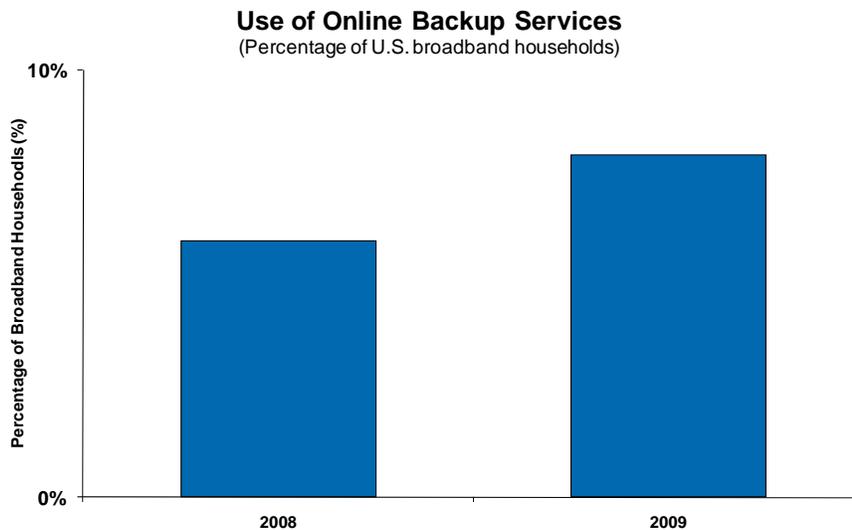


Synopsis

This report examines the market potential for online backup services from both third-party providers and broadband service providers. This report focuses on key technology partners delivering online backup and content sharing as a broadband value-added service and examines the migration of online backup services toward cloud services and attached to consumer electronics devices.

Growth of Use of Online Backup Services



Sources: *Digital Media Evolution and Customer Support in the Digital Home*
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“Fewer than ten percent of U.S. broadband households are currently using online backup services, but as consumers continue to demand easier, better ways to protect their content, the market potential for online backup services is tremendous,” said Kurt Scherf, vice president, principal analyst, Parks Associates. “We anticipate a migration of services from pure backup and safekeeping of data and digital media to expanded roles that include content sharing, cloud media services, and more ties to CE such as home servers, mobile devices, and mobile Internet devices.”

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